

CLAIMS

What is claimed is:

- 1 1. A method for creating a presentation, comprising the steps of:
 - 2 (a) receiving an indicia representative of a store goal;
 - 3 (b) integrating retail information that provides assistance with achieving the store goal;
 - 4 (c) monitoring progress of a student toward the store goal; and
 - 5 (d) providing feedback assisting the student in accomplishing the store goal.
- 1 2. A method for creating a presentation as recited in claim 1, including the step of indexing media
2 information to enhance the integration of the media information into the presentation.
- 1 3. A method for creating a presentation that simulates the operations of a store as recited in claim 1,
2 wherein inventory control is integrated into the presentation.
- 1 4. A method for creating a presentation that simulates the operations of a store as recited in claim 1,
2 wherein pricing strategy is integrated into the presentation.
- 1 5. A method for creating a presentation that simulates the operations of a store as recited in claim 1,
2 wherein return on revenue is integrated into the presentation.
- 1 6. A method for creating a presentation that simulates the operations of a store as recited in claim 1,
2 wherein markdown is integrated into the presentation.
- 1 7. A method for creating a presentation that simulates the operations of a store as recited in claim 1,
2 wherein stocking is integrated into the presentation.
- 1 8. A method for creating a presentation that simulates the operations of a store as recited in claim 1,
2 wherein assortment strategy is integrated into the presentation.
- 1 9. A method for creating a presentation that simulates the operations of a store as recited in claim 1,
2 including the step of adjusting an example based on the student's progress.

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- 1 10. An apparatus that creates a presentation, comprising;
2 (e) a processor;
3 (f) a memory that stores information under the control of the processor;
4 (g) logic that receives indicia representative of a store goal;
5 (h) logic that integrates retail information that provides assistance with achieving the store goal; and
6 (a) logic that monitors progress of a student toward the store goal and provides feedback that assists the
7 student in accomplishing the store goal.
- 1 11. An apparatus that creates a presentation as recited in claim 10, wherein advertising information is
2 integrated into the presentation.
- 1 12. An apparatus that creates a presentation as recited in claim 10, wherein inventory control is integrated
2 into the presentation.
- 1 13. An apparatus that creates a presentation as recited in claim 10, wherein pricing strategy is integrated
2 into the presentation.
- 1 14. An apparatus that creates a presentation as recited in claim 10, wherein return on revenue is integrated
2 into the presentation.
- 1 15. An apparatus that creates a presentation as recited in claim 10, wherein markdown is integrated into the
2 presentation.
- 1 16. An apparatus that creates a presentation as recited in claim 10, wherein stocking is integrated into the
2 presentation.
- 1 17. An apparatus that creates a presentation as recited in claim 10, wherein assortment strategy is
2 integrated into the presentation.
- 1 18. An apparatus that creates a presentation as recited in claim 10, including logic that adjusts an example
2 based on the student's progress.

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